**CONTROL OF HUMAN BEHAVIOR I**

1.    Introduction

    A.    To what extent is human behavior lawful?    Determinism—Free Will

    B.    To what extent do we know the laws?    Psychology as a Science

    C.    To what extent **can** we apply the laws?    Limits and Limitations

    D.    To what extent **should** we apply the laws?    Ethical Issues


II.    Why Do We Fail to Control Human Behavior Well?

    A.    Unclear Goals

    B.    Goals Too Long-Range

    C.    Inadequate--Inconsistent Motivations

    D.    Competing Behaviors

    E.    Multiple Controllers

    F.    Inadequate,Wrong, Information:   About Situation;   About Individual

    G.    Inadequate Control Over Rewards

    H.    Poor Techniques


III.    Controlling Human Behavior:   Getting Harder, Easier?

    A.    Better Techniques, but Better Counter Techniques

    B.    More Diversity in Population, but More Specific Delivery Systems


IV.    Frameworks to Remember in Thinking About Controlling Human Behavior--Yours and Others!

    A.    **GELLE**

    B.    **VIO** and **SIP**

    C.    **SPAR**

    D.    Level of Adaptation - Helsen

    E.    Satisfiers and Dissatisfiers

### CONTROL OF HUMAN BEHAVIOR - II

| Genetics |
|---|
| **Genetics**<br>**Early Experiences**<br>**Life Space**<br>**Learning**<br>**Expectancies** |

I.     Comments on Two Dimensions of Human Behavior

    1.     **Becoming a Group Member**

    2.     **Education** to **Advertising** to **Propaganda**

II.    Credibility of Message Source

    1.     The more credible the source, the more opinion change the source can induce

    2.     Three factors to source credibility

        A.     Trustworthiness
        B.     Expertness
        C.     Energy

III.   "Successful" Politicians believe and use

    1.     Sherif's Social Judgement Theory

        A.     Assimilation and Contrast

    2.     Heider's Balance Theory

    3.     Combination:  Be vague, be well loved

IV.    1.     Information is power

    2.     Market Research is information obtaining

    3.     Marketing is using information to present a product to a group in a way that will probably increase the likelihood of their buying the product.

V.     Some specific, brief, examples

    1.     Beer Advertising

    2.     Television and violence

    3.     Television and suicides